

HORTICULTURE RELEASE



KANSAS
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STATISTICS SERVICE

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SPECIAL PRESS RELEASE

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2000 KANSAS HORTICULTURAL SURVEY

The 2000 Kansas Horticultural Survey showed that the horticulture industry added slightly over one-half billion dollars in sales and expenditures to the Kansas economy during the year. This does not include the volume of horticulturally related gross sales through chain store retail outlets. The survey sponsored by the Kansas Horticulture Industry, in cooperation with Kansas State University, was conducted by the Kansas Agricultural Statistics Service. Lawn care firm sales and services accounted for nearly \$120 million of this total while other surveyed turf installation and maintenance expenditures accounted for nearly \$159 million. Other large contributors were florists, \$74 million; arborists \$47.5 million; greenhouses, \$44.5

million; and nurseries, \$42 million. The industry groups included in this survey, not including churches which had mostly volunteer work, had nearly 27,000 paid and unpaid employees involved in their operations during 2000. For this survey, the nursery totals reflect all nursery and greenhouse operations with less than 10,000 square feet of greenhouse space. The greenhouse totals reflect nursery and greenhouse operations with 10,000 or more in greenhouse space. This breakout was selected to best separate nursery and greenhouse segments of the industry because both derive gross sales from many or all of the sales categories.

KANSAS HORTICULTURE

Horticulture Sector	Acres		Sales (000 Dollars)	
	1994	2000	1994	2000
Fruit	680	1,051	970	960
Berries	184.5	111	270	170
Nuts	5,120	7,446	800	1,420
Vegetables & Melons	4,240	3,299	6,300	3,640
Grapes/Wine	77.6	147	970	510
Medicinal Plants	11	55	--	80
Christmas Trees	1,555	958	1,750	930
Sod	4,295	5,363	3,880	7,350
Nurseries 1/	706.0	1,406	21,960	41,931
Greenhouses 2/	85.0	260	36,540	44,494
Florists	--	--	49,950	74,031
Arborists	--	--	--	47,490
Turf Installation & Maintenance ...	111,220.0	163,815	110,460 <u>3/</u>	158,680 <u>3/</u>
Lawn Care Firms	45,390.0	179,840	56,900	119,630
Total	173,564.1	363,751	290,750	501,378

1/ All nursery greenhouse operations with less than 10,000 square feet of greenhouse space.

2/ All nursery and greenhouse operations with 10,000 or more square feet of greenhouse space.

3/ Value of payroll and maintenance expenses.

HORTICULTURE PRODUCTION

The gross value of sales for the horticultural enterprises involved in the production of fruits, berries, nuts, vegetables, grapes, medicinal plants, Christmas trees, and sod totaled \$15,060,000 in 2000. This compares with sales of \$14,940,000 in 1994. Gross sales from sod operations have increased sharply since 1994. There were 18,430 acres in production for these horticultural enterprises in 2000. In addition, there were nearly 280,000 square feet of greenhouse space utilized by

these operations. In 1994, there were 16,470 acres utilized by these horticultural enterprises. There were 2,740 paid and unpaid employees on these operations in 2000. Nut production utilized 40.4 percent of the production acres while generating only 9.4 percent of the gross sales. On the other hand, sod producers generated 48.8 percent of the gross sales utilizing only 29.1 percent of the acres.

The Horticultural Industry Survey, as its basic goal, attempted to survey only firms having horticultural production and sales in Kansas as their primary operations. Consequently, this survey did not measure the volume of horticulturally related gross sales through chain store retail outlets.

NURSERIES

The nursery segment, represented by nursery and greenhouse operations with less than 10,000 square feet of greenhouse space, totaled \$41,931,000 of gross sales in 2000. These operations had 1,349 acres utilized for field production of ornamental trees and shrubs and 38 acres for container production of ornamental trees and shrubs. These operations had only 303,000 square feet of greenhouse production and had 2,174 paid and unpaid

employees. These operations had 37.5 percent of their gross sales from retail sales of plants, 28 percent from wholesale to others, 17 percent from landscape design and installation, 9.4 percent from retail sales of non-plant goods, 4.7 percent from landscape irrigation, and 2.7 from landscape maintenance. The residual 0.7 percent represented wholesale production sold to self.

SALES ACTIVITY PERCENTAGE OF GROSS SALES BY MARKET CHANNEL

Sales Grouping	Nursery ^{1/}	Greenhouse ^{2/}
	Percent	
Retail Sales	37.5	37.0
Plants		
Hard Goods (non-plants)	9.4	7.7
Landscape		
Maintenance	2.7	2.4
Design and Installation	17.0	5.4
Irrigation	4.7	2.1
Wholesale to Others	28.0	37.9
Wholesale Production Sold to Self		
Field-Grown Trees & Shrubs	0.4	0.4
Container-Grown Trees & Shrubs	0.1	0.4
Sod	0.0	0.0
Greenhouse Ground Covers and Flowers	0.2	6.7
Total	100.0	100.0

^{1/} All nursery and greenhouse operations with less than 10,000 square feet of greenhouse space.

^{2/} All nursery and greenhouse operations with 10,000 or more square feet of greenhouse space.

**GREENHOUSE AND NURSERY 2000
AREA IN PRODUCTION**

Plant Production Type	Nursery <u>1/</u>	Greenhouse <u>2/</u>
Acres		
Field Production of Ornamental Trees and Shrubs	1,349	140
Container Production of Ornamental Trees and Shrubs	38	24
Sod Production	12	0
Square Feet		
Greenhouse Production of Ground Covers, Perennials, and Annual Flowers	303,100	4,194,300

GREENHOUSES

The greenhouse segment, represented by nursery and greenhouse operations with or more than 10,000 square feet of greenhouse space, totaled \$44,494,000 gross sales in 2000. Greenhouses had 1,751 paid and unpaid employees and had 4,194,000 square feet of greenhouse space. Including the 303,000 square feet of greenhouse space for the nursery segment, greenhouse space totals 4,497,000 square feet. This compares with greenhouse space of 3,681,900 square feet in 1992. Producers in 1992 indicated intentions to expand their facilities to over 4.2 million square feet by the end of 1996. The greenhouse segment had 140 acres utilized for field production of ornamental trees and shrubs and 24 acres for container production of ornamental trees and shrubs. Retail sales of plants was 37.0 percent of the total greenhouse gross sales. Wholesale to others accounted for 37.9 percent of sales and 7.7 percent was retail sales of non-plant goods. Landscape operations, including maintenance, design, installation, and irrigation, account-

ed for 9.9 percent of their gross sales. Wholesale production sold to self accounted for 7.5 percent of sales.

EMPLOYEES

Industry	Paid and Unpaid Employees
Number	
Nursery <u>1/</u>	2,174
Greenhouse <u>2/</u>	1,751
Florist	2,306
Arborists	1,820
Farmers Market	196
Horticultural Production <u>3/</u>	2,737
Lawn Care Firms	3,290
Other Turf Maintenance	12,585
Total	26,859

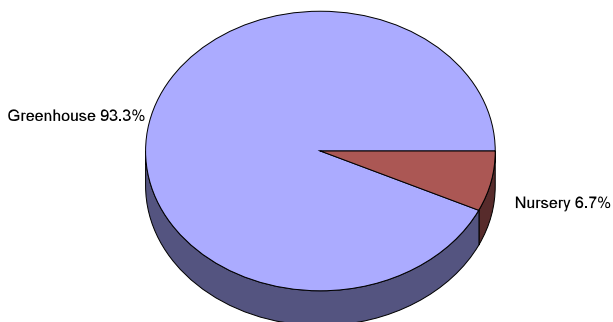
1/ All nursery and greenhouse operations with less than 10,000 square feet of greenhouse space.

2/ All nursery and greenhouse operations with 10,000 or more square feet of greenhouse space.

3/ Includes production of fruit, berries, nuts, vegetables, grapes/wine, medicinal plants, Christmas trees, and sod.

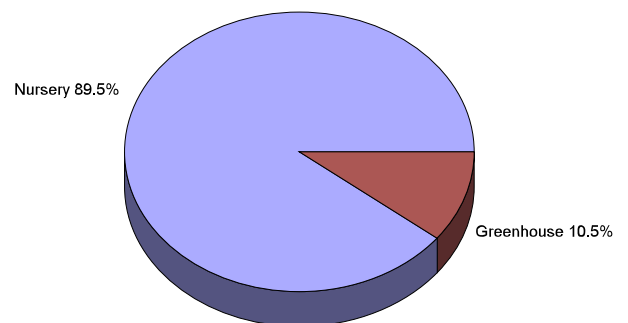
GREENHOUSE SPACE

Percent of Total Square Feet



FIELD, CONTAINER, AND SOD PRODUCTION

Percent of Total Acres



FARMER'S MARKET

Sales of horticultural products through farmer's markets totaled nearly \$170,000 during 2000. Total production area used for these farmer's market sales were 428 acres. There were 196 paid and unpaid employees involved in these production and sales. The sales reported in this marketing outlet is comprised of the small producer and may not be a true reflection of the magnitude of total sales through the farmer's market. Sales of major producers were reflected in the gross sales of horticultural production.

FLORISTS

Florists contributed the largest amount to gross sales for the Horticulture Industry, with \$74,031,000. This was 33.2 percent of the total gross sales and compared with \$49.9 million of gross sales in 1994. Florist operations grew only 1.5 percent of the plant production sold at the florist's location. These operations employed 2,306 paid and unpaid employees during 2000.

ARBORISTS

The total gross value of sales and services provided by arborists in Kansas totaled \$47,490,000. These services provided for the care and maintenance of trees, including cutting, pruning and shaping, tree surgery, and pest control. A total of 1,820 paid and unpaid employees provided this service. The survey included 275 firms for an average gross value of sales of about \$172,690 per firm.

LAWN CARE FIRMS

Lawn care firms added nearly \$120 million in sales and services to the Kansas economy in 2000. They maintained

nearly 180,000 acres of turf and had 3,290 paid and unpaid employees.

TURF INSTALLATION AND MAINTENANCE

Total turf installation and maintenance expenditures at golf courses, airports, churches and cemeteries, health care facilities, schools, parks and athletic fields, racetracks, and Kansas roadsides was nearly \$159 million in 2000.

PURPOSE AND PROCEDURE

The 2000 Horticultural Survey is similar to surveys conducted in 1993 and 1994 and provides data that compares with data published for 1992 and 1994. These data determine horticulture's impact on the State's economy. The lists of producers and businesses surveyed were developed through the cooperation of the various affiliated industry groups comprising the Kansas Horticultural Society and in collaboration with Kansas State University Department of Horticulture and the Kansas Department of Agriculture. Five questionnaire versions were used in the survey. Great effort was made to make the list used for this survey complete. However, this survey does not attempt to survey businesses selling bedding plants, trees and shrubs, and horticulturally-related non-good items through chain store-related outlets.